

A FOCUS
ON THE
GOLETA VALLEY

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GOLETA VALLEY - Its Location and Climate

GEOGRAPHY

Goleta Valley is actually a coastal plain with a length, for the purposes of this resource unit, of about ten miles bounded on the west by Ellwood and on the east by rolling hills between it and Santa Barbara. The southern boundary is the Pacific Ocean and the northern boundary the Santa Ynez Mountains. The Santa Barbara Campus of the University of California and the town of Isla Vista lie on the coast about two miles southwest of the expanding town of Goleta which is located somewhat toward the western end of the valley. Although the plain around the town of Goleta was used extensively for agriculture over a span of several centuries, the Goleta Chamber of Commerce in 1955 began to encourage land use for residential, commercial and light industrial purposes.

The climate of the valley is subtropical. The Pacific shoreline has a summer fog belt which ordinarily lifts during the course of the day. The next climatic zone inland includes the entire valley floor with winter frosts and prevailing west winds. The foothill zone extends from the valley floor to about 1,500 feet with warm summers and little frost. Spring and fall bring hot, dry, down-canyon winds which sweep over the foothill slopes across the valley floor with resulting fire hazards.

Nine major creeks drain into a slough south of the town of Goleta. From here drainage is carried into the ocean. At one time the slough was a deep water harbor, although now it is completely filled by silt washed down from the mountains over the years by rainfalls of varying severity and duration. The most remarkable of these rainfalls began in November of 1861 and continued through February of 1862. Rainfalls such as these gave the valley floor its great depth, almost 40 feet in some places, of rich fertile soil.

Suggested Study Questions:

1. What other cities in California are bounded on the south, rather than the west, by the Pacific Ocean?
2. How has the geographic direction of the coast influenced the environment of the Goleta Valley?
3. How is the fire danger affected by each of the seasons?

Suggested Activities:

1. Make a large wall map of the Goleta Valley and locate the ocean, the slough, the main creeks and mountains.
2. Invite a local fireman to explain fire hazards and fire prevention.
3. List, discuss, and chart under appropriate headings the geographic conditions of the area, then research to verify and/or extend.
4. Trace the chronology of the valley land use in a pictorial time line.

Resources:

- Cleland, R. G. Cattle on a Thousand Hills. Pp. 126-128.
 Goleta Watershed Report. P. 2, 4.
 Tompkins, W. A. Goleta, the Good Land. Pp. 5-7, 62-63.

GOLETA VALLEY - Mescalitán Island

HISTORY

Mescalitán Island was located in the Goleta Slough. Today only a fragment of the southeastern part of the original sixty-two-acre island remains. The major portion was used as fill for the airport built during the late 1930's and the early 1940's. The Clarence Ward Memorial Boulevard, built in the late 1950's as the eastern access to the Santa Barbara Seashore Campus of the University of California, hugs the last remnant of the once famous Mescalitán Island.

In 1769 *Caspar de Portolá* made the first overland expedition from Loreto, then the capital of Baja (lower) California, to Monterey, the site chosen for the capital of *Alta*, (upper) California. When he reached the Goleta Valley, he found an island of good size in the Goleta Slough completely surrounded by water. The slough at that time was considerably larger, extending as far inland as Hollister Avenue and much farther to the east and to the west than is apparent today.

The island itself was covered with oak trees and crowned by the largest Indian *rancheria* (village) found anywhere in California. Four villages in all were found on the island. More than 100 houses made of tule grass were counted with an Indian population of more than 800. Although Portolá found Indian *rancherias* (villages) along the entire length of the south coast, the largest concentration occurred on Mescalitán Island. Conditions which Portolá and his men encountered on the island reminded them of the *Mescaltitlán* (place where *mescal* grows) Island in Mexico and its related Aztec legend. They, therefore, named the island in the Goleta Slough, Mescalitán, although no mescal ever grew there. *Mescal* is a small cactus used by the Indians as a mild intoxicant in various ceremonies.

All of the land and mountains surrounding the Goleta Slough became known as Mescalitán and were so designated on early Spanish maps and charts. The name of Goleta came at a much later period in the history of the valley.

Suggested Study Questions:

1. What geographic features attracted the Indians to Goleta Valley?
2. What conditions bring about changes in geographic features?
3. How do places receive their names?

Suggested Activities:

1. List and discuss why the Indians were attracted to Goleta Valley.
2. List and discuss conditions that bring about changes in land features and land use.
3. Make a mural showing the Mescalitán Island then and now.

Resources:

- Grant, C. The Rock Paintings of the Chumash. P. 28, 33, 45.
 Tompkins, W. A. Goleta, the Good Land. Pp. 6-7, 293, 307.
 _____. California's Wonderful Corner. P. 42, 164.

GOLETA VALLEY - Indians

ANTHROPOLOGY

World-famous archaeologists have visited the Goleta Valley since 1875 attracted by the many Indian sites and burial grounds. Skeletal remains of mastodons and mammoths found in the valley provided proof that milleniums ago Goleta Valley had been elephant country with jungle vegetation. Goleta Valley is still a rich source of Indian relics, although many of the Indian village sites and pre-historic cemeteries have been covered over by houses, streets, freeways and twentieth century industries.

When Portolá crossed the Goleta Valley on August 20 in 1769 while on his overland expedition, he found the entire valley green with dense groves of live oaks, willows and alders, thickets of wild roses and lush stands of grass. The Goleta Slough was inundated by pure water coming in from the many mountain streams which crossed the valley. Wild life was abundant: deer, elk, grizzly bears, mountain lions and a variety of smaller animals. The huge flocks of geese and ducks which abounded the slough caused this body of water and its surrounding swamp lands to be named *La Patera* (the duck pond) by Portolá's men.

Indian *rancherías* (villages) were found in unbelievable numbers hugging the shores of the Goleta Slough, dominating Mescalitán Island in the slough's center and bordering the many valley streams. At that time, the Indian population of the Goleta Valley was estimated at well over 2,000 - one of the largest concentrations of Indians in all of *Alta* (Upper) California. In a very short number of years, however, the Indian population of the Goleta Valley diminished to the extent that by 1804 only a handful remained.

Suggested Study Questions:

1. What are the evidences that Indians once lived in the Goleta Valley?
2. Why are environmental conditions so different today in Goleta Valley from the time Portolá crossed the valley in 1769?
3. What was the purpose of Portolá's first overland expedition?
4. Why did the Indians disappear in such a relatively short time?

Suggested Activities:

1. Visit the Museum of Early Man at the Stow House in Goleta to learn about Indian life in the Goleta Valley.
2. Research the overland expedition of Portolá in 1769.
3. Make a mural of the Goleta Valley as it was when Portolá crossed it in 1769, and as it is today.
4. Research and report about wild animals which still can be found in the Goleta Valley.

Resources:

- Cleland, R. G. Cattle on a Thousand Hills. Pp. 5, 19-31
 Tompkins, W. A. California's Wonderful Corner. Pp. 45-47.
 _____. Goleta, the Good Land. Pp. 5-9.

Padre *Junipero Serra* crossed the valley in 1772 impressed by the same geographic conditions which had enchanted Portolá. He saw, too, in the immense Indian population a fertile field for the work of the Church, and for the further settlement and defense of Alta California. After two hundred years of lying dormant in the possession of Spain, settlement became imperative. Missions were to be spotted throughout the length of California to control and civilize the Indians. Presidios were to be established for the protection of the missionaries in their work, for the protection of the pueblos and the settlers, and for the defense of California against invasion by other countries which were beginning to explore intensively along the west coast. So it was that in 1782 Santa Barbara was established as one of the four presidial towns along the California coast. Four years later in 1786, the Santa Barbara Mission was dedicated.

These two events tied the history of Goleta Valley to Santa Barbara irrevocably since all of the lands west of the mission to the Santa Maria River on both sides of the Santa Ynez Mountains became Mission Lands: estimated area, 28 square leagues or close to 122,000 acres. This included the entire Goleta Valley which was used primarily as grazing land for the mission herds of cattle, horses and sheep. Orchards and gardens for mission use were also cultivated here.

The mission padres converted more Indians from the Goleta Valley than from any other Indian center of population. Since many of the Goleta Valley Indians preferred to live on their own land rather than move to the Santa Barbara Mission, an *asistencia* (branch chapel) was built in the valley in about 1800 to make it easier for the Christian Indians to worship.

The work of the California missions came to a close under the rule of the Mexican Republic with the Secularization Act of 1833. This act, however, did not affect the mission lands in the Goleta Valley until 1842.

Suggested Study Questions:

1. What was the purpose of the Spanish in teaming the work of the presidio and of the mission?
2. Why were a presidio and mission located in Santa Barbara?
3. What conditions made the history of Goleta Valley so closely tied to that of Santa Barbara?

Suggested Activities:

1. Research the purpose of Padre Serra's overland trip in 1772.
2. Describe the meaning of "mission lands" and "pueblo lands."
3. Locate the mission lands on the map of Santa Barbara County.

Resources:

- Acuña, Rudolph. The Story of the Mexican-Americans. Pp. 25, 28, 41-44.
 Tompkins, W. A. California's Wonderful Corner. Pp. 5-10.
 _____. Goleta, the Good Land. Pp. 10-14.

GOLETA VALLEY - The First Americans

ECONOMY

Sea otters were in unbelievably great abundance along the south coast from Point Sal to Point Conception and on the channel islands. In fact, the English explorer, Captain Vancouver, had reported to Governor Luis Arrellaga in Monterey, and to Captain Goycochea, the second comandante of the Santa Barbara Presidio, that nowhere had he seen so many otters. Captain Vancouver warned of exploitation by the fur hunters of Russia, England and America.

The first Americans to lay eyes on the Goleta Valley did so in 1796 from shipdeck while searching illicitly along the coast for trade in sea otter skins which were bringing top prices in China.

The King of Spain had long claimed the Pacific Ocean as his own and had forbidden any trespassing whatsoever. The first Americans, however, ignored the warning, but did avoid the Presidial ports. Captain Ortega's son, José, welcomed the American poachers at Refugio Bay and was delighted to trade otter skins for much needed tools, dry goods and medicines. The cove or bay facing Refugio Canyon where the Ortega ranch headquarters was located provided the necessary shelter for the smugglers.

José de la Guerra, the fifth comandante of the Santa Barbara Presidio from 1815-1828 and from 1839-1841, became famous in the Santa Barbara-Goleta history. Because of his vigilance, by 1818 he was able to put an end to the contraband business in the Refugio Bay. At that time he also foiled the French admiral, Hippolyte Bouchard, in acts of piracy.

José de la Guerra owned a *goleta* (a two-masted schooner) which he kept in the Goleta Slough. This ship was wrecked in 1819. Thereafter the slough and the surrounding land became known as "the place of the Goleta." The name was well established by usage before it appeared in an official document in 1846 when Daniel Hill petitioned for ownership of one league of fertile coastal plain known as La Goleta.

Suggested Study Questions:

1. Why were fur hunters so interested in the fur of the sea otter?
2. What is meant by illicit, contraband, smuggle, poacher and pirate?
3. Why was Captain Vancouver concerned about the sea otters?

Suggested Activities:

1. Research through committee action one of the following for class presentation and discussion: José Francisco de Ortega, Captain Vancouver, Hippolyte Bouchard, José de la Guerra.
2. Make a mural showing the habitat of sea otters.
3. Discuss illicit activities that you know about today.

Resources:

- Tompkins, W. A. California's Wonderful Corner. Pp. 26-33.
 ———. Goleta, the Good Land. Pp. 16-20.

GOLETA VALLEY - Suertes and Ranchos

SOCIOLOGY-ECONOMY

After Mexico overthrew Spanish rule in 1822, the fertile land in the vicinity of the Goleta Slough was parcelled out by lot to families of presidial soldiers. This system was called *suerte* (chance) and the small parcels of land, a few acres, were referred to as *suertes*. The first known *suerte* was awarded to Don Mariano Pico, a nephew of California's Mexican Governor, Pió Pico. The Pico *suerte*, located north of Hollister Avenue and east of Fairview Avenue, remained in the family for over 130 years.

These first Mexican landowners in the Goleta Valley built *fincas* (summer homes in the country) and raised corn, peppers, onions, beans and fruit for private use.

Daniel A. Hill, a Yankee seaman from Boston, who had settled in Santa Barbara in 1822 and who had married Rafaela Ortega, a granddaughter of Capitán José Ortega, also qualified for a *suerte*. It is believed that he built his *finca* as early as 1832 at what is now 35 Patera Lane. This adobe still stands as a monument to the past.

The idyllic rancho life so famous in history and one of California's richest legacies from the past began in 1833 with the secularization of the mission lands. These lands represented millions of acres of choice grazing land, close to 122,000 acres in Santa Barbara County alone under the trusteeship of the Santa Barbara Mission. Under the Spanish rule the missions had been holding these lands in trust for the Indians. Under Mexican rule all were soon parcelled out in tremendous grants. In Santa Barbara County these ranged in size from 3,282 acres to 48,834 acres.

The Goleta Valley, however, was not touched by this movement until 1842 when Irish born Nicolás A. Den was granted the Dos Pueblos Rancho. This once famous Rancho included Mescalitán Island to the eastern shore of the Goleta Slough and all Goleta Valley land west to Ellwood.

Suggested Study Questions:

1. Why did only presidial soldiers receive *suertes* and from whom?
2. How did the presidial families use the Goleta Valley land?
3. Why did it take so long for secularization to touch Goleta Valley land?

Suggested Activities:

1. Define the words "*suerte*" and "*finca*."
2. Make a mural of a *finca* and the land surrounding it.
3. Discuss the effect of secularization on the missions.

Resources:

- Cleland, R. G. Cattle on a Thousand Hills. Pp. 5-6.
 Tompkins, W. A. California's Wonderful Corner. Pp. 40-47, 51.
 _____. Goleta, the Good Land. Pp. 28, 37-46.

GOLETA VALLEY - Suertes and Ranchos (Continued)

SOCIOLOGY-ECONOMY

It wasn't until 1846 that all of the Goleta Valley land was in private ownership - the first time in the history of the valley. In that year on June 10, Daniel A. Hill, long famous in Santa Barbara, had been granted Rancho La Goleta, even though the Mexican-American War had started in April of the same year. Daniel Hill had applied for this land in 1845 and described it on an accompanying *diseño* (map) as the land lying from the seashore on the south to the foothills on the north and from the Rancho Dos Pueblos boundary on the west to Rancho Las Positas y Calera (what is now Hope Ranch) on the west.

Lieutenant Edward Bryant, advance scout for Fremont during Christmas of 1846, viewed the Goleta Valley from a high vantage point in the Santa Ynez Mountains. He described great herds of cattle grazing on a verdant, undulating plain dotted with oak groves encircling innumerable springs and lining the many small but swift mountain streams - a most picturesque, pastoral scene with not one single human being stirring.

The idyllic rancho life and its cattle-raising activities in the Goleta Valley continued for the next 20 years. The Gold Rush added to the affluence of the "cattle barons" of southern California's Ranchos and did change the purpose for raising cattle.

In December of 1854 Nicolás Den and Daniel Hill were fortunate to have the titles to their Ranchos confirmed under American rule.

By 1856 one more land owner lived in the Goleta Valley and one renter. A son-in-law of Daniel Hill, T. Wallace More, purchased 400 acres of the Rancho La Goleta for \$5.00 an acre. James McCaffery from Ireland had settled in the Goleta Valley in 1852, renting and operating the mission vineyards and winery.

Suggested Study Questions:

1. How did land use change in the Goleta Valley from Indians to Ranchos?
2. What was the change in emphasis in cattle raising at the time of the Gold Rush?
3. Why did so few people have ownership of land in the Goleta Valley?

Suggested Activities:

1. Research the cattle-raising activities of the ranchos.
2. Begin a time line showing land use in the Goleta Valley from 1769 to date.
3. Graph the population of Goleta Valley from 1769 to date.
4. Research and write a biography of Daniel A. Hill.

Resources:

- Cleland, R. G. Cattle on a Thousand Hills, Pp. 19-32.
 Tompkins, W. A. California's Wonderful Corner. Pp. 40-47, 51.
 . Goleta, the Good Land. Pp. 28, 37-46.

GOLETA VALLEY - Fremont to Hollister

HISTORY

In 1844 Lieutenant John C. Fremont arrived overland from beyond the *Sierra Nevadas* (Snowcapped Mountains) on what was known as a "scientific expedition." Actually, Fremont was following the policy of "Manifest Destiny" which meant that the states were intended to stretch from the Atlantic to the Pacific, and any "foreigners" would be trespassers.

Fremont passed through Goleta Valley in December of 1846, during the Mexican War in an effort to reach Santa Barbara. Daniel Hill and Nicolás Den served as liaison between Fremont and the Barbareños, Den allowing Fremont to requisition horses and cattle from his rancho. After the War ended, Santa Barbara endured military occupation, but Goleta Valley continued in its agricultural splendor, unaffected.

The Gold Rush of the following two years did not affect the valley population count as it did other areas of California. Statehood in 1850 brought a few more people, although in other areas squatters came - anxious to claim land previously granted to Mexicans who had done much in the settlement of Southern California. The Den and Hill claims were disputed, but finally upheld by the United States Supreme Court in 1861.

In 1854 Colonel William W. Hollister of Ohio arrived in the Goleta Valley. He and his men had just completed a long, tiring overland journey of many months. Starting the previous spring from Ohio with 6,000 sheep, he drove the band across the country, arriving with 1,000 head. He rested his sheep many weeks on the Den property before leaving for his original destination, Monterey County. He so enjoyed the beauty, fertility and climate of the Goleta Valley that he vowed to return, which he did eight years later.

Suggested Study Questions:

1. Why were there only 1,000 sheep left out of the 6,000 with which Colonel Hollister started?
2. What causes men to "pull up stakes" and re-settle in another area?
3. What are some of the problems related to re-settling a family?

Suggested Activities:

1. Plot the possible route that Colonel Hollister might have taken to bring his sheep west, then on to Monterey from the Goleta Valley.
2. Pretend you are a shepherd with Colonel Hollister's party. Describe some of your experiences in words or in a mural or diorama.
3. Conjecture why Colonel Hollister left his home in Ohio to re-settle in California. List ideas into categories, then research to find out why people move. Develop a chart making appropriate titles for categories then verify and extend.

Resources:

- Cleland, R. G. Cattle on a Thousand Hills. Pp. 141, 321.
Tompkins, W. A. Goleta, the Good Land. P. 46, 49, 52, 59, 62.

GOLETA VALLEY - The Town, Its Beginning

SOCIOLOGY

Today the town of Goleta is an unincorporated community with an approximated population of 58,250 according to the census reported April 1, 1969. This figure includes Isla Vista and the tract homes from Ellwood to the Santa Barbara boundary. It also represents a population increase of 214% over the 1960 approximated census of 18,526 for the same area, and an increase of 735% since the 1950 census of 6,978.

The town of Goleta commonly referred to as "The Village" is still easily recognizable despite the tremendous population explosion surrounding it. Its expanded community, however, has changed the face of Goleta Valley and includes several major shopping centers, two discount houses, a hospital, two drive-in theaters, three cinemas, fine restaurants, twelve elementary schools, a junior high school, a senior high school and the Santa Barbara Campus of the University of California - all since 1950.

"The Village" had its beginning in 1869 in the swampy land north of the Goleta Slough at Hollister and Fairview Avenues. In its emerging stages it was referred to as *La Patera* (the duck pond), "Deuville" and "Whiskey Flats." It boasted a pioneer blacksmith shop and the largest building in the Goleta Valley, built in 1869 by a Frenchman, Jean Marie Birabent. This two-story building served as a hotel, general store, and a saloon.

One mile to the east at Hollister and Patterson Avenues a second village was forming. It was called La Goleta, now referred to as "Old Goleta." It began in 1869 when the valley's first school was built by donated labor through public subscription. Named the Rafael School it was 16 x 20 feet in size. The second public building at this town site was a two-story general store built by Isaac Giles Foster, a native of Illinois. The top story of the store served as a meeting hall for theatricals, public dances, town meetings and the Odd Fellows Lodge. By 1872 a blacksmith shop was added across Hollister Avenue from the general store.

These emerging twin towns competed well into the twentieth century.

Suggested Study Questions:

1. Why did two towns emerge only a mile apart in the Goleta Valley?
2. How has the present town of Goleta changed over the years?
3. What caused the tremendous population explosion in the Goleta Valley?

Suggested Activities:

1. Contrast the businesses of Goleta and Old Goleta then and now.
2. Research the reasons for the population explosion in the Goleta Valley.
3. List and discuss the reasons why the town of Goleta still has the characteristics of a village.

Resources:

- Tompkins, W. A. California's Wonderful Corner. Pp. 168-169, 173.
 . Goleta, the Good Land. Pp. 75-77, 104, 193-194.

By 1875 fifty families were located throughout the Goleta Valley as contrasted to the ten families of 1868. Isaac Giles Foster who had the general store in La Goleta thought it was time for a valley post office. The mail stages had passed his front door for years traveling the county road which had been built through the valley in 1860. He received the appointment as United States Postmaster from President Grant on May 17, 1875, and with it the official name of "Goleta." This was the first time the name "Goleta" appeared officially without the "La."

This same year the Methodist Church was built in Goleta and in 1884 the Baptist Church. In 1890 Joseph Sexton built a community social center at what is now 5410 Hollister Avenue, known as Sexton's Hall. This auditorium was 38 x 80 feet in size and seated 450. It served the Goleta Valley for a quarter of a century and was the scene of a variety of community events, such as, vaudeville and minstrel shows, magic acts, school commencements, dances and funerals.

Meanwhile in 1887 the La Patera townsite was platted. Lots sold cheaply and people hastened to buy and settle in the new 20-block town. In the same year the railroad was built through the Goleta Valley from Los Angeles with Ellwood as the end of the line.

John Baptiste Deu, a Frenchman who had operated the general store and saloon in the Birabent House as early as 1884, built his own store and saloon in 1892 directly across the street from the Birabent House. In 1896 St. Rafael Catholic Church, a tiny frame building with a square bell tower, was built at the southwest corner of Hollister and Fairview Avenue. By 1900 the population of Goleta Valley numbered 500.

Competition came to an end for these twin towns, however, when the school was moved in 1927 from Goleta to La Patera and the post office in 1933. With the post office came the official name of "Goleta." So it came about that La Patera lost its identity in the name "Goleta" while Goleta became known as "Old Goleta."

Suggested Study Questions:

1. Why are townsites sometimes moved?
2. How do people influence the development of a town?
3. What was an essential business in every small town - 1850-1900?

Suggested Activities:

1. Locate Goleta and Old Goleta on the map of Santa Barbara County.
2. Select a committee to organize a vaudeville show that might have taken place in Sexton's Hall.
3. Research and discuss the development of the valley's two townsites.

Resources:

- Tompkins, W. A. California's Wonderful Corner. Pp. 143-144, 87.
 _____ . Goleta, the Good Land. Pp. 193-198, 225-229.

GOLETA VALLEY - Whaling Industry

ECONOMY

Mexican rule beginning in 1822 brought whalers to the Goleta Valley. Whales in Pacific waters that bordered western North America were an untapped source of oil so much in demand to light the lamps of the world.

Large schools of gray whales migrate between their summer feeding grounds in the Bering Sea and their calving lagoons in the Gulf of California, clinging close to the continental shores. Trapped by their instinctive pattern of movement, these whales became easy prey to man's economic needs of the time. Whale oil was used as fuel, in rope making, in leather working, and as a lubricant in watches. Baleen (whalebone) had many utilitarian uses, too, as umbrella handles, buggy whips, fishing rods, and garment stays: bustles, hoop skirts and corsets. Ambergris (a waxy secretion found in the intestines of the sperm whale) was and still is valuable in perfumery.

Whaling operations were conducted from shore stations located strategically along the California Coast. These operations included the harpooning of the whales from "catcher boats," the flensing of the whales (skinning and stripping the blubber) after the dead whales had washed ashore or were towed ashore, the rendering (melting out the oil) of the blubber in huge try-pots (iron cauldrons), the storing of the whale oil in barrels which were made on the spot by coopers (men who make and repair barrels), and the transportation of the oil and other products from the whale to the consumer.

Until 1890, such a whaling station was located on the beach near the Goleta Slough. The huge try-pots were housed in nearby caves. The discovery of kerosene brought an end to the whaling industry and saved these great mammals from almost complete extinction.

Old whaling cauldrons can be seen at the historic Daniel Hill Adobe on La Patera Lane in Goleta and at the Winchester Adobe in Santa Barbara.

Suggested Study Questions:

1. Why did the gray whales migrate so close to the coast?
2. How were the west coast whaling operations conducted?
3. What were some of the uses of whale oil, whalebone, and ambergris?
4. What has happened to the whaling industry today?

Suggested Activities:

1. Locate and discuss the migratory routes of the gray whales.
2. Research and discuss the many operations of the whaling industry.
3. Read Moby Dick and/or make a mural of the whaling operations.

Resources:

- Gilmore, R. M. The Story of the Gray Whale. Pp. 1-16.
 Tompkins, W. A. California's Wonderful Corner. Pp. 35-37.
 _____. Goleta, the Good Land. Pp. 214-216.

With the death of Daniel Hill in 1865, the era of the big ranchos drew to a close. The financial collapse of most of the large ranchos during the 1850's and 1860's was followed by the purchase of much of the land by Americans who ushered in a new economy and a new type of land development. Rancho La Goleta was subdivided in 1868. This marked the first time an original Mexican Land Grant was split into small farms. Prospective buyers flocked into the valley, among them famous Goleta pioneer names such as Sexton, Patterson, Foster, Stow, Hollister, More and Tucker.

Colonel W. W. Hollister, enchanted with the Goleta Valley while enroute to Monterey with his flock of sheep, was able to purchase 5,000 acres of canyon and foothill land from the original Den estate. He took possession in 1869, thus beginning a century of great influence by Hollister and his descendants. The Colonel created "Glen Annie Ranch," so named for his wife. He experimented with land use, imported nursery stock, and grew exotic tropical crops such as bananas and coffee.

The "gay nineties" were prefaced by two sad events. First, Colonel Hollister died in 1886. Goletans marked the passing of one of California's foremost citizens by joining the longest funeral procession in Santa Barbara history. Then, his wife Annie lost the famous Glen Annie Ranch through litigation. Annie was a proud and determined woman who had vowed that the new owners, the Den family, would never set foot in her house. In 1890 she left her home in the family carriage. The manor house burned to the ground behind her. No arson was ever proven, but valley opinion was that she had deliberately set fire to her mansion in order to prevent the Dens from occupying her home.

Suggested Study Questions:

1. About how many of today's average house lots would fit into the 5,000 acres of land of Colonel Hollister's ranch?
2. How and why did the coming of American pioneers change the way of life of the Mexican people who had settled the land?

Suggested Activities:

1. Select a seedling appropriate to the soil where you live. Plant it and observe its growth, recording data concerning climate, soil and weather and their effect on plant life.
2. Research some of the famous Goleta pioneers such as Sexton, Stow, Patterson, Foster, Hollister, Tucker and More, and discuss the unique contributions of each.

Resources:

Goleta Watershed Report. P. 4.

Sexton, H. A. Fourteen at the Table. Pp. 14, 20, 34-37, 72.

Tompkins, W. A. Goleta, the Good Land. Pp. 80-91, 102, 171-182, 203-213.

_____. Santa Barbara Yesterdays. P. 28, 29.

GOLETA VALLEY - Stagecoach Routes

HISTORY

The stagecoach, not the covered wagon, was the prominent means of transportation for settlers coming overland to the Goleta Valley. The reason for this is topographical. The mountain barriers which met the sea at Gaviota and the Rincon made this area inaccessible to covered wagons.

The heyday of the stagecoach was reached during the mid-1870's. The first coach traveled the county road through the Goleta Valley in 1860; the last run was made to Lompoc in 1901. From 1862 to 1901, San Marcos Pass formed a link in the coast stage route between San Francisco and San Diego.

At one place in the mountains the road grade passed over a stretch of sandstone so slippery that ruts and grooves had to be made in the bedrock for the stage wheels, and crosswise corrugations for the horses' hoofs. This 100-yard stretch was and is known as "Slippery Rock." In fact, the entire road itself was known as "The Slippery Rock Road." This sandstone formation had been exposed by the erosion of topsoil from a ridge at the 1,050 foot level, across which early-day stage drivers found it impossible to drive their teams without skidding. Brakes would not hold on the smooth stone; horses' hoofs could not get traction, going either up or down hill. Eventually, two sets of ruts, in some places as deep as 14 inches, were grooved into the sandstone. Slippery Rock was a favorite place for highway robbers to lie in wait for the coaches.

Today, Slippery Rock is located on private property, and permission must be obtained from the owner before attempting to locate this landmark, now almost obliterated by erosion and the encroachment of vegetation. The trip can be made by car to the end of North Patterson Avenue, then by hiking up the mountain to the left of *Rancho del Ciervo* (Deer Ranch) Reservoir to Slippery Rock. The stages went from about where Kellogg Avenue is now to one-half mile above Rancho Del Ciervo.

Suggested Study Questions:

1. What were some of the road hazards in establishing a stagecoach route?
2. What determines where a road is built?
3. Why are some of the evidences of the past lost forever?

Suggested Activities:

1. Write a story or a play about a stagecoach journey.
2. On the wall map of Santa Barbara County, locate the stagecoach routes, including the Old San Marcos Slippery Rock Road.
3. Visit the Santa Barbara Historical Museum to examine old stagecoaches, pictures and artifacts of the period.
4. Research and report on the design of stagecoaches and their construction.

Resources:

- Tompkins, W. A. California's Wonderful Corner. P. 89.
 _____ . Goleta, the Good Land. Pp. 133-34, 139-40.
 _____ . Santa Barbara Yesterdays. P. 8, 15.

GOLETA VALLEY - Early Settlers From Other Countries

SOCIOLOGY

Much has been written concerning the Indian, Mexican and Spanish settlers of Goleta Valley. In the 1800's natives from other countries began to arrive in the valley to blend their cultures with, and adapt to the changing way of life in the valley.

About 1819 Benjamin Foxen came from England; Nicholas (changed to *Nicolás* when he became a Mexican citizen) Augustus Henry Den arrived in 1836 and James McCaffery in 1852. Both were born in Ireland.

Chinese laborers were brought in by Hollister in the 1870's to staff the house and fields of his Glen Annie Ranch.

People of many lineages settled in the valley, but the Scottish influx was one of the largest, especially during the period from 1870-1890. Scotsmen adapted quickly to their new environment, and many of their descendants still live in Goleta Valley and Santa Barbara. Prominent among the early Scotch settlers were such names as Smith, Hendry, Irvine, Rutherford, Begg, Milne, Simpson, Main, Troup, Stronach, Sangster, Grant, Shewan and Ross.

Another important group were the Italians, who began settling in the valley in the 1880's. Pioneer Italian families included such names as Bottiani, Scudelari, Cavalletto, Jordano (Giordano), Pagliotti and Pomatto. Too late to be called pioneer families, but arriving in the early 1900's were other Italian families prominent in early valley history. These included such names as Durbiano, Mecono, Miratti, Dal Pozzo, Pirello, Giorgi, Prevedello, Corbellini, Bazzi, Manzetti, Ciampi, Mostachetti, and Ferregama. It is interesting to note that farmers of Italian descent, a minority population in the valley, were, in 1965, producing nearly half of the valley's agricultural crops.

Suggested Study Questions:

1. Why were the Scots and Italians attracted to Goleta Valley?
2. What type of jobs did the Chinese laborers perform?
3. What Scotch or Italian customs might the settlers have brought with them?

Suggested Activities:

1. Research the lineage of parents, and locate states and/or countries of origin on a map of the world.
2. Make a chart listing the states or countries where ancestors lived.
3. Report on states or countries in parent's background, then list and discuss the significant cultural contributions that have become part of the American way of life.

Resources:

Sexton, H. A. Fourteen at the Table. P. 72.

Tompkins, W. A. Goleta, the Good Land. Pp. 18, 53, 84, 98, 171-178, 202-213.

GOLETA VALLEY - Water Supply

ECONOMY

The chronology of water supply is approximately this: the pulley and bucket came in around 1865, horse power and the windmill about 1890, the gasoline engine about 1900 and the electric motor about 1910.

Natural sources of water such as springs, artesian wells, mountain streams and rainfall sustained the Indian population more than adequately before the coming of the Spaniards. The Mission Padres and the Spanish settlers adapted quite well to the semi-arid land. Their economy, primarily cattle raising, found the natural sources of water sufficient for their needs, although not always dependable especially during long recurring periods of drought. The influx of the American settlers during the mid-1800's brought about an increase in the use of water. Tapping the subterranean water supply by digging wells resulted in a gradual change in land use from grazing to irrigated crops. In 1868 the settlers could dig by hand and reach water at ten feet. By 1890 it was necessary to go to a depth of 100 to 200 feet before reaching water by hydraulic drilling. The once bountiful water supply was fast diminishing. Improved irrigation practices led to the planting of more orchards and crops. The land of the Goleta Valley yielded abundantly but water became an increasing concern.

In 1944 the Goleta Water district was formed to join four other such districts to pursue a reclamation project. This involved the building of a dam on the Santa Ynez River for flood control and water storage. The result was the Cachuma Project which brought a new source of much needed water to the South Coast, as well as commercial, industrial and residential expansion to the Goleta Valley. As land prices increased, and taxes became heavier, many ranches were sold to urban developers. The population explosion in the Goleta Valley caused thousands of acres of agricultural land to be transformed into housing tracts. Such changes are still occurring at a rapid rate.

Suggested Study Questions:

1. How is land use related to water supply?
2. What factors usually cause land values to rise?
3. Why was it necessary to seek additional water sources?
4. What were the effects of the Cachuma Dam on the Goleta Valley?

Suggested Activities:

1. Invite a knowledgeable person to discuss land and water conservation.
2. Take a trip to the Cachuma Dam. List and discuss the functions it serves in addition to water conservation.
3. Through class discussion conjecture why a water supply would become depleted. List ideas, then research to verify and expand.

Resources:

- Goleta Watershed Report. P. 4.
 Tompkins, W. A. Goleta, the Good Land. Pp. 142, 285-287, 311.
 Sexton, H. A. Fourteen at the Table. P. 72.

GOLETA VALLEY - Agriculture, Food Crops

ECONOMY

The rich soil and mild climate of Goleta Valley made it an ideal place for growing things. Early records indicate that as far back as 1769 the valley was verdant with dense live oak groves and thickets of willow, alder and sycamores. A century later these trees were beginning to disappear as early valley settlers began cultivating the soil and planting crops which were not native to the area but which would in time, bring fame to Goleta Valley.

Nicolás Den in 1846 had orchards of peaches, pears, apricots, lemons, oranges, pomegranate, olives and limes. Joseph Sexton brought with him to the valley in 1868, a load of nursery stock which included a 120-pound sack of assorted Persian Walnuts imported from Chile. That sack of nuts was the beginning of the Goleta Valley walnut industry, a major activity until the mid-1950's.

Colonel William W. Hollister in 1869 planted 4,000 grapevines, 500 lime trees and many olive, lemon and aromatic almond trees. He also experimented with exotic plantings such as bananas, coffee, tea and dates. His date palm grove was a commercial success. His 5,000 tea plants flourished, but were killed overnight by a sudden frost.

In the pioneer period of Goleta Valley before the soil was depleted by repeated harvest, vegetables and fruits often grew to fantastic size - a 12-pound turnip on the Hollister ranch, a 10-pound onion on the Cooper ranch, a pumpkin weighing 300 pounds on the Kellogg ranch.

Suggested Study Questions:

1. How can the productivity of the soil be protected and increased?
2. How do weather changes affect the growth of crops and the economy of an area?
3. What factors of soil and climate might have helped produce the giant-size fruits and vegetables once grown in Goleta Valley?
4. Under what conditions can plants be transplanted from one region to another?

Suggested Activities:

1. Collect different types of soil such as clay, sand, adobe and loam and plant a seedling in each. Observe and keep a record of the growth of each.
2. Raise beans in pots of different soils. Attempt to demonstrate how controlled watering and application of plant food affects the growth of plants. Keep records of your findings.
3. Trace the necessary steps to convert a wooded grove into land for food crops or fruit orchards.
4. List and report on the number of different crops grown in Goleta Valley today.

Resource:

Tompkins, W. A. Goleta, the Good Land. P. 4, 8, 41, 78, 86, 102, 108, 142.

GOLETA VALLEY - Agriculture, Food Crops (Continued)

ECONOMY

Goleta Valley economy was primarily agricultural prior to the 1960's. Walnuts, vegetables, berries, hay and grain predominated in the pioneer era, with some citrus. Citrus and avocados became the major market crops after the 1930's.

Goleta Valley farmers such as William Stow, George Williams and Ellwood Cooper contributed in great measure to the valley's reputation as an agricultural center. William Stow arrived in Goleta in 1871, intent upon a career in agriculture. Under his direction the first pipeline was laid and irrigation was brought to the valley. Stow planted oranges, walnuts and lemons. George Williams in 1875 helped develop the walnut industry and his berry crops, vegetables and watermelon were without equal. Ellwood Cooper planted 400 acres in assorted fruit trees and had an olive orchard of 7,000 trees as well as 12,500 walnut trees.

Lima beans, introduced in the 1880's yielded their heaviest crop in valley history in 1888. One 200-acre field produced 100 tons of beans.

The Walnut Growers Association, founded in 1896, had 200 Goleta farmers enrolled by 1939. The Goleta Lima Bean Growers' Association was founded in 1916; and Goleta Avocado growers joined the California Avocado Growers Cooperative (CALAVO) in 1923. The Goleta Lemon Association came in 1935, and during its first six months shipped 306 carloads of lemons from the valley. The valley-wide lemon business flourished until 1962 when the lemon cooperative was disbanded due to decreasing available acreage.

And despite the surge of residential, industrial and commercial development which began in the late 1950's, Goleta now is famous for a different kind of crop. Today it is internationally known for orchids, grown by the Dos Pueblos Orchid Company, the largest operation of its kind in the world.

Suggested Study Questions:

1. Why do lemons grow so well in the South Coast area?
2. Why did farmers form organizations related to their specialty crops?
3. What relation does property taxation have to land use today?

Suggested Activities:

1. Prepare a special report about one of the following:

a. lemons	c. walnuts	e. tomatoes
b. avocados	d. flowers	f. lima beans
2. Research and report on the role of machinery in present-day farming, and how farming methods have changed.

Resource:

Tompkins, W. A. Goleta, the Good Land. Pp. 145, 155, 200-214, 254, 285-288, 328.

GOLETA VALLEY - Natural Gas

ECONOMY

The discovery of a natural gas field of almost inexhaustible supply occurred in Goleta following the Ellwood Oil Strike in 1928. Major companies drilling for oil struck natural gas. This discovery brought to Goleta Valley still another industry destined to contribute to the economic growth of the area. In 1965, Pacific Lighting Gas Supply Corporation was the fourth largest taxpayer in Santa Barbara County.

Buried half a mile under ancient Mescalitán Island is the world's largest underground storage vault for natural gas. This gas storage vault was created by nature and is used by man. The vault contains a unique deposit of coarse quartz sand, so granular that it absorbs 26.2 percent of its volume in water or natural gas. Gas experts have determined that by withdrawing gas from this vault and injecting gas back underground to equalize the pressure, the sandy formation can accept twenty million cubic feet of gas per day for a capacity of forty-two billion cubic feet of gas.

A permanent compression station was built by the Pacific Lighting Gas Supply Corporation. This company owns 294 acres and leases its storage rights under an additional 2,046 acres. Today, natural gas stored under Goleta Valley is pumped through more than 100 miles of pipeline to Los Angeles, and to homes and businesses throughout Southern California.

Suggested Study Questions:

1. What is the connection between the discovery of the Goleta natural gas reservoir and the oil in the Ellwood area?
2. Why is natural gas important to our way of living today?
3. How have other types of fuel been used in the history of Goleta Valley?
4. What are the dangers involved in obtaining, storing and using natural gas?
5. What are the advantages and disadvantages of natural gas as a fuel?

Suggested Activities:

1. Plan to research the history and development of the natural gas reservoir under Goleta.
2. Prepare a special report on the different types of fuel used in the history of Goleta Valley.
3. List and report on the many uses of natural gas in Southern California.
4. Chart the increased use of natural gas during the past decade.
5. List the ways in which major discoveries of natural resources might change the economy of an area.

Resources:

Tompkins, W. A. Goleta, the Good Land. Pp. 283-285.
The Santa Barbara Area - An Invitation To Business and Industry. P. 15.

The first big modern housing development called Kellogg Park was built in 1956 where Joseph Sexton had once grown flowers. This was followed by additional housing tracts throughout the valley with the result that from 1960 to 1965 a population growth of 122% was reported.

The late 1950's and 1960's brought the so-called "smokeless industries," manufacturing firms and units of corporate giants into the valley. Plans projected to 1980 anticipate that roughly one-quarter of the land will be used for residences, one-quarter for agriculture (lemons, avocados and flower crops) and about one-half will be open land, mainly used for grazing.

Isla Vista (Island View) is a relatively small yet vigorous community bounded on the east by the Santa Barbara Campus of the University of California and on the west by Devereux School. The southern boundary is the Pacific Ocean and the northern boundary is *El Colegio* (School) Avenue. *Isla Vista* consists mainly of duplexes and apartments which are residences for university students and faculty, although there are a small number of single family dwellings occupied by people employed in the area. Before the arrival of the university, *Isla Vista* was mostly open fields with a few frame houses. *Isla Vista* is not incorporated so it is administered by the County of Santa Barbara. Such services as police and fire protection are furnished by the county.

The University was moved from the Riviera to the Mesa Campus in Santa Barbara where it was known as Santa Barbara State College. It began operation in its present location in April of 1954. The university campus is the former site of the Gus Den Asphalt Mine, and during World War II, a United States Marine training base.

Suggested Study Questions:

1. What is meant by smokeless industries and corporate giants?
2. Why is a university important to a community?
3. Why is it important for communities to plan for the future?
4. How do employment opportunities in an area affect housing growth and living costs?

Suggested Activities:

1. Plan an educational excursion to a college or university near you.
2. Explain the term an "incorporated" community.
3. Locate *Isla Vista* and the Santa Barbara Campus of the University of California on the wall map of Santa Barbara County.
4. Invite knowledgeable resource people to discuss land use in Goleta Valley and the tremendous population expansion.

Resources:

- Goleta Watershed Report. P. 25, 26, 28.
- Tompkins, W. A. California's Wonderful Corner. P. 12.
- _____. Goleta, the Good Land. P. 324, 335.
- _____. Santa Barbara's Royal Rancho. P. 218.

Going into the twentieth century, the population of Goleta Valley was 500. The projected population for the valley for 1980 is 94,000. The first decade of the new century brought the horseless carriage and a primitive, magneto-powered, hand-cranked telephone. At this time cattle branding rodeos were still taking place at the stockyards near the railroad sidings. Whenever a trainload of cattle arrived, cowboys joined the branding, later driving the herds to various ranches.

The brief but devastating flood of 1914 caused damage that defied description. Every wooden bridge in the valley was destroyed. Lemon groves vanished under the water. Railroad tracks did not break, but were pushed as much as twenty feet from their original beds.

In the new century's teen-age years the land of Goleta Valley was used as a cinema center, even before Hollywood existed. From 1910-1918 the canyons, old stagecoach roads, beaches, seacliffs and the false-fronted, western-style buildings were popular locations for western serials.

Two "new" ranches were the scene of lavish entertaining and gracious living during the "roaring twenties." Colonel Campbell purchased land, now the site of Devereux School, from the lower Den Ranch. Dr. Franklin bought some of Edgar Hollister's land. Both the Campbell and Franklin ranches were true show places with formal gardens and exquisite furniture. The Franklin ranch was sold in 1961 for \$977,000. The same land had cost Daniel Hill \$55 little more than a century before.

The earthquake of 1925 caused severe damage, but no lives were lost in the Goleta Valley. A few days later the Goleta Union School District was formed and trustees from La Patera, Cathedral Oaks and Goleta Schools comprised the new board. As the twenties ended, subdividing had begun and some ranches had changed ownership, but major subdivision was held back during the 1920's, 1930's, 1940's and 1950's due to lack of water.

Suggested Study Questions:

1. Why did land, purchased for \$55 in the 1800's, sell for \$977,000 in 1961?
2. What is an earthquake? How have earthquakes changed our manner of constructing homes, schools and other buildings?

Suggested Activities:

1. Develop a mural of cattle shipment and stockyard activities such as branding and rodeos.
2. Design some cattle brands for a wall hanging, or a notebook cover.

Resources:

Goleta Watershed Report. P. 4, 5.

Tompkins, W. A. Goleta, the Good Land. Pp. 224-38, 240, 251, 258, 269, 276-77.

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